Media information

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FEARLESS VISION: ANNIE LEIBOVITZ UNITES BRITISH ORIGINALS, JAGUAR TYPE 01 AND FLORENCE PUGH

- Celebrated photographer Annie Leibovitz creates striking visual presentation of Jaguar Type 01 featuring British actor and Jaguar brand ambassador Florence Pugh
- The collaboration marks the next chapter in Jaguar's partnership with Pugh following her appointment as the inaugural ambassador of the brand's new era
- Type 01 's world premiere in New York culminated at STORIED NYC, Leibovitz's former studio
- Type 01's exuberant design, pioneering technology and compelling performance combine to create a Jaguar that never arrives unnoticed

Gaydon, UK - 5th November 2026: Following the announcement of actor Florence Pugh as Jaguar's inaugural brand ambassador for its new era, Jaguar reveals a creative collaboration with photographer Annie Leibovitz.

Leibovitz has created a striking visual presentation of Type 01 featuring Pugh, bringing together three distinctive creative forces united by a shared commitment to fearless artistry.

Pugh is the first ambassador of a transformed era. A reflection of the originality, bold and creative spirit driving Jaguar's reimagined identity. Leibovitz's compelling portrait series explores individuality, confidence and creative ambition – values that underpin both Type 01 and Jaguar's transformation.

The collaboration follows the world premiere of Type 01 at STORIED in New York, a venue that once housed Leibovitz's studio. The location anchors Jaguar's future vision within the creative legacy of one of the world's most influential photographers.

Jaguar

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As part of Type 01's world premiere and Jaguar's commitment to championing emerging artists, photographer Frankie Aldino, a mentee of Leibovitz who was personally recommended by her for the project, captured portrait photography of attending talent and guests at STORIED. This dual commission is a declaration of originality with Jaguar creating a platform for emerging voices and distinctive artistic perspectives.

Annie Leibovitz said: *''What interested me most about this portrait series was photographing two extraordinary and contrasting subjects. Florence brings warmth, presence and humanity, while Type 01 is sculpted, precise and striking in its form. Rather than treating the car as a backdrop, I wanted to photograph them both with the same curiosity, exploring their relationship as two distinct characters within the frame."*

Florence Pugh said: *"I've always been drawn to people and brands that are unapologetically original, which is one of the reasons this partnership with Jaguar feels so natural. Collaborating with Annie Leibovitz on these images was a remarkable experience. She has an incredible ability to capture character and individuality, and bringing that together with the bold vision of Type 01 made this a truly special creative collaboration."*

Carlee Hardaker, Marketing and Communications Director of Jaguar, said: *"Following the announcement of Florence Pugh as Jaguar's inaugural brand ambassador, we wanted to create a collaboration that reflected the bold creative vision at the heart of our new era.*

"Annie Leibovitz has spent decades capturing many of the world's most influential cultural figures through a singular and unmistakable lens. Her ability to tell compelling stories through imagery made her the ideal photographer to interpret both Florence and Type 01.

"Florence Pugh is the face of our new era. Annie Leibovitz is the lens. Together, they capture the fearless creative vision that defines Jaguar today."

Starting from a single line and a blank sheet of paper, Type 01 is defined by exuberant proportions, with a low roofline, long bonnet, sleek silhouette and dramatic presence. This is the most technologically advanced and powerful Jaguar in the brand's history - a bold, one-

of-a-kind luxury grand tourer that breaks convention, with a clear lineage to the great Jaguars of the past including the E-type and XJS.

Jaguar Type 01 is designed, engineered and manufactured in the UK. Orders open in early 2027, with prices starting at 130,000 GBP.

ENDS

CREATIVE CREDITS

- Photography: Annie Leibovitz
- Featuring: Florence Pugh and Jaguar Type 01
- Styling: Rebecca Corbin Murray
- Florence Pugh wardrobe courtesy of: Rebecca Corbin Murray
- Hair: Shon Ju
- Make-up: Alex Babsky
- BTS Photography: Kathryn MacLeod, @kmacnyc

NOTES TO EDITORS

Type 01
Type 01 inaugurates a new era for Jaguar.

Designed, developed and crafted in the UK, Type 01 is the first production Jaguar created on Jaguar Electric Architecture (JEA), a dedicated platform enabling an entirely new approach to design, proportions and occupant experience.

A luxury four-door GT, Type 01 embodies Jaguar's renewed vision of modern luxury, combining dramatic design, craftsmanship and innovation to create an unmistakable presence and emotional connection.

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Type 01 is the first of a new generation of Jaguars. Its name references both Jaguar's legendary lineage and its all-electric future: "Type" nods to iconic predecessors, "0" signifies zero tailpipe emissions and "1" marks the first of a new generation.

FURTHER INFORMATION

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